

Message Text

UNCLASSIFIED

PAGE 01 CANBER 04985 260751Z
ACTION EA-12

INFO OCT-01 EB-08 ISO-00 ICA-20 /041 W
-----042773 260825Z /10

R 260654Z JUN 78
FM AMEMBASSY CANBERRA
TO ACMONSUL SYDNEY 6091
INFO AMCONSUL AUCKLAND
AMCONSUL BRISBANE
AMCONSUL MELBOURNE
ACMONSUL PERTH 1772
AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY WELLINGTON
SECSTATE WASHDC 3633
USDOC WASHDC

UNCLAS CANBERRA 4985

SYDNEY ALSO FOR IMC

E.O. 11652: N/A
TAGS: BEXP, AS
SUBJ: END OF SHOW REPORT: OFFICE OF TOMORROW - IMC SYDNEY

REF: SYDNEY 1480 (NOTAL)

1. EMBASSY CONGRATULATES IMC ON RESULTS OF FIRST EVENT AT NEW FACILITIES AS REPORTED REFTEL. PARTICULARLY COMMENDABLE WERE RESULTS IN TERMS OF REGISTERED TRADE VISITORS (MEANING SELL-STRUCTURED MARKET DEVELOPMENT PROGRAM) AND NTM PARTICIPATION (IN TERMS OF EXHIBITORS, SALES DURING EXHIBITION AND PROJECTED FOR SUBSEQUENT TWELVE MONTHS).

2. RE PARAGRAPH FIFTEEN (C) AND ACHIEVEMENT OF OBJECTIVES, IT SEEMS TO EMBASSY FROM A READING OF FINAL REPORT THAT ALL EXHIBITORS FULLY OR PARTIALLY ACHIEVED THEIR OBJECTIVES. WE HAVE IN UNCLASSIFIED

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PAGE 02 CANBER 04985 260751Z

MIND WABASH'S STATEMENT "WE APPROACHED THE EXHIBITION MAINLY TO PROMOTE THE NAME WABASH. WE DID NOT EXPECT TO SIGN ANY ORDERS AT THE SHOW BUT FELT THE EXHIBITION MADE OUR INDUSTRY MORE AWARE OF WABASH AS A QUALITY PRODUCT".

3. HOWEVER AMBIGUOUS WABASH'S OBJECTIVES MAY HAVE SEEMED TO THEIR FOUR OTHER U.S. PRINCIPALS, IT SEEMS TO EMBASSY THAT IMC

EVENT DID, BY WABASH'S OWN STATEMENT, ASSIST WABASH TO ACHIEVE
ITS OBJECTIVES.
SQUIRE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CANBER04985
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780264-0439
Format: TEL
From: CANBERRA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780622/aaaaaskt.tel
Line Count: 65
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4f261782-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 SYDNEY 1480
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2214267
Secure: OPEN
Status: NATIVE
Subject: END OF SHOW REPORT: OFFICE OF TOMORROW - IMC SYDNEY
TAGS: BEXP, AS
To: SYDNEY
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4f261782-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014